



THROWBACK 100.3
MEDIA KIT



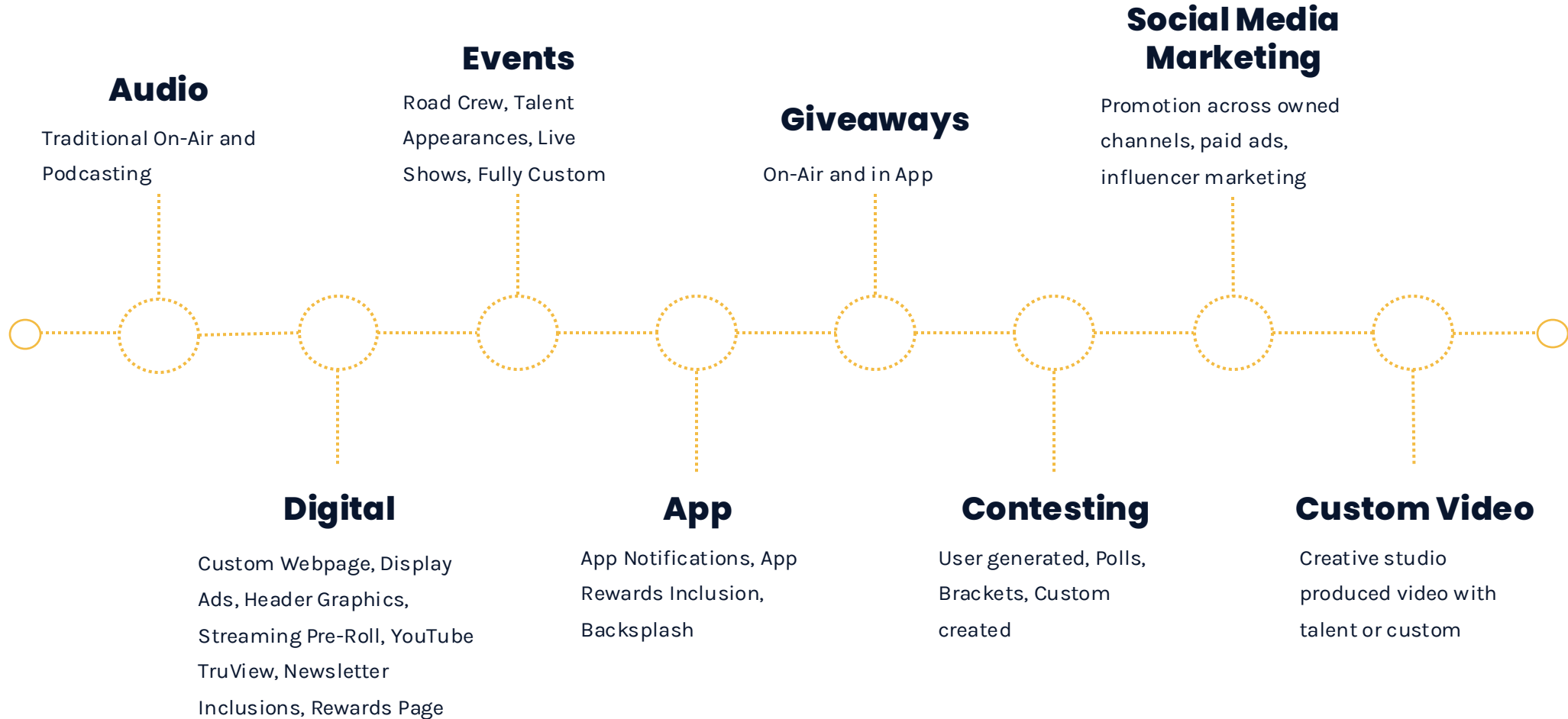
THROWBACK 100.3

OUR STORY

THROWBACK 100.3... is an engaging, fun, upbeat station playing some of the best music ever released, anchored by entertaining personalities throughout the day.



HUBBARD CHICAGO CAPABILITIES



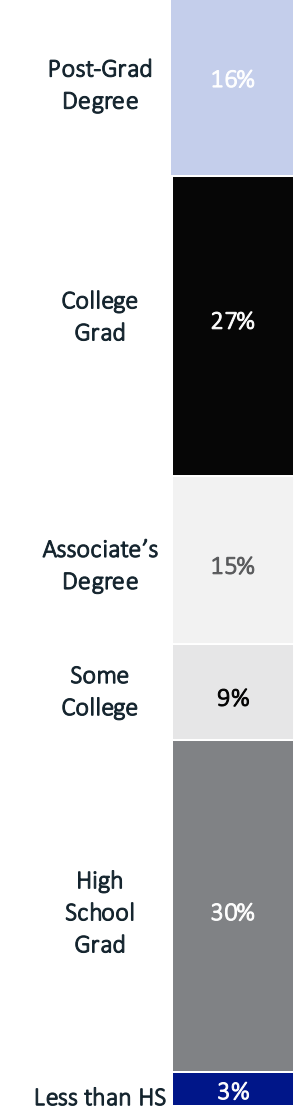
THROWBACK 100.3 LISTENER PROFILE

A COVETED AUDIENCE

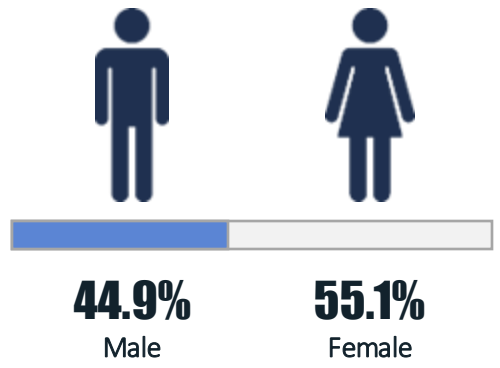
654,116 Weekly Cume

Average age: 46
Average HHI: \$109k+

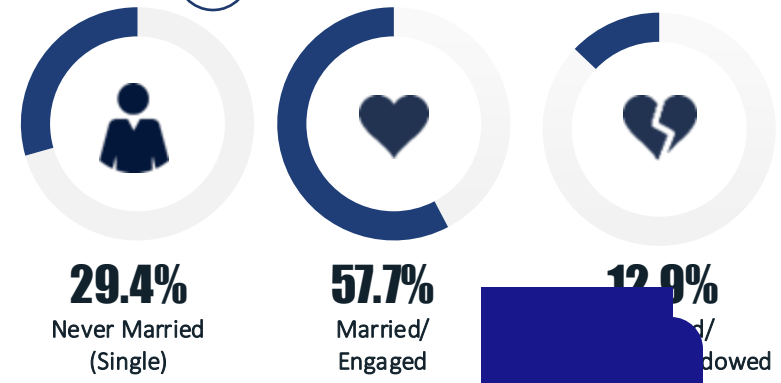
EDUCATION



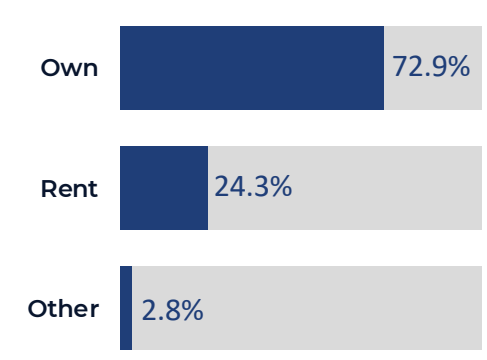
GENDER



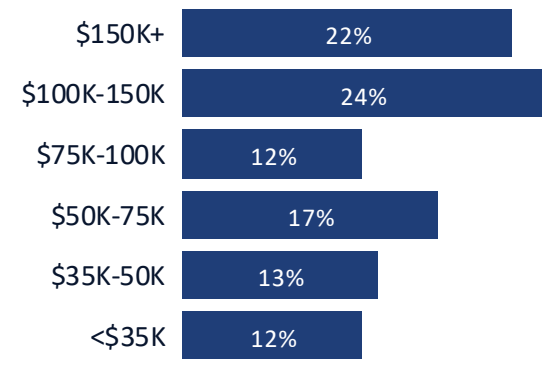
MARITAL STATUS



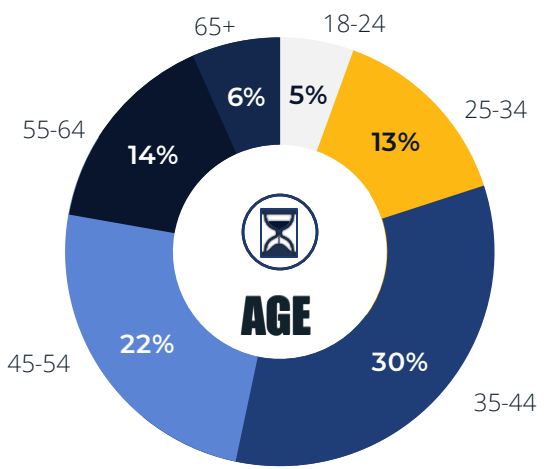
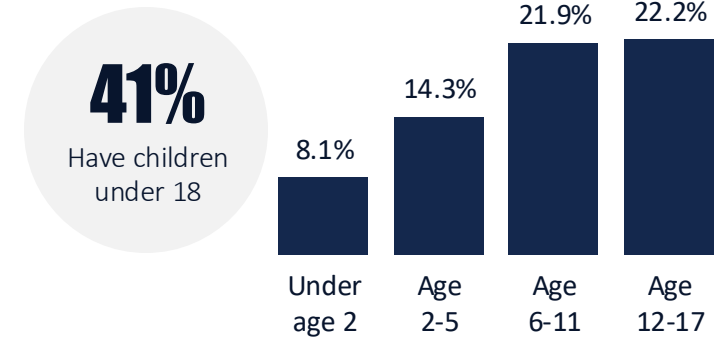
HOME OWNERSHIP



HOUSEHOLD INCOME



CHILDREN AT HOME



THE POWER OF LOCAL PERSONALITIES

Embedded in communities across America, local radio personalities have a special relationship with their listeners – the kind of relationship that builds brands. In their proprietary “Our Media” panel of 2,000 local media consumers, Katz Radio Group takes a deeper look at the human connection between on-air talent and their fans.

81%

of listeners consider their favorite personality to be a friend, family member or acquaintance

90%

know personal details about their favorite personality

59%

of radio listeners follow their favorite personality on social media

83%

of listeners value and trust their favorite personality's opinions

78%

talk to friends about what they hear from their favorite personalities

“This relationship that personalities foster with their listeners translates to a platform of authenticity that extends to endorsements.”



THE POWER OF INFLUENCERS

Throwback 100.3 works with brands to closely align messaging with paid content that inspires, informs and entertains. In a world of infinite choice, we believe authentic connections provide meaningful outcomes for our advertisers.

Establish your brand and connect with customers utilizing some of the most influential voices in Chicagoland.



5:30AM-10:00AM

BROOKE AND JEFFREY IN THE MORNING



Throwback 100.3 is an engaging, upbeat station playing the Hits of the 90s + 2000s, anchored by entertaining personalities that will have you glued. Brooke & Jeffrey features conversations on the latest happenings in pop culture and entertainment, hilarious skits and listener interaction.



BROOKE AND JEFFREY IN THE MORNING 5:30A-10A

BROOKE



- + A self-described small-town girl living the big city dream, Brooke has worked in morning radio for the past 13 years. Brooke and her husband recently welcomed a baby girl to the world and are living in a constant state of sleep deprived, delirious, life altering joy. In her free time Brooke serves as a spokesperson for the American Heart Association and the Komen Foundation.

 @BrookeAndJeffrey – 428.2k Followers

 @BrookeAndJeffrey – 183k Followers

 @BrookeAndJeffrey – 80.8k Followers

 @BrookeAndJeffy – 10k Followers



JEFFREY



- ✦ Jeffrey Dubow, known as “Young Jeffrey,” joined the show nearly 10 years ago and previously served as an on-air personality and executive producer of the Marconi Award-winning program, Brooke & Jubal. Young Jeffrey has been described as the “heart and soul” of the show. Originally from Los Angeles, he moved to Seattle to attend college and found his calling working in radio. For 10 years, Jeffrey has brought energy and sarcasm to the airwaves, but he’s best-known for his parody songs (“Song of the Week”), which he performs live on the show every Friday morning. He’s written and sung more than 300 songs to date, but he’s still anxiously awaiting a call from Capitol Records to finally sign him to a multi-million-dollar record deal.

 @BrookeAndJeffrey – 428.2k Followers

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 @BrookeAndJeffy – 10k Followers


JOSE



- + A Tacoma native, Jose Bolanos grew up in the restaurant industry, but decided to try stand-up comedy at the age of 23. Soon after, he auditioned for a local radio show in Seattle and the rest is history. Jose previously co-hosted the Marconi-Award winning Brooke & Jubal Show.
- + As a key member of the team, Jose entertains the audience with his arsenal of impressions and hilarious characters. Known for his crazy stunts and high energy, listeners also count on Jose for his infectious laugh
- + As a standup comedian, Jose has been featured on several TV Networks, including FOX, USA Network, NBC, and others. Known for sharing stories about his life, as well as myriad impressions and accents, he's been dubbed "Best Comedian in Western Washington." He continues to tour and headline comedy clubs and theaters nationwide, making people smile and laugh all over the country.

 @hilariousjose – 17,091 Followers

 @hilariousjose – 48.1k Followers

 @hilariousjose – 7,764 Followers

2:00PM-7:00PM

RICK HALL: AFTERNOONS



Introducing the Throwback 100.3 afternoon show with highly talented Rick Hall. If you love the hits of the 90s and 2000s and bringing back exciting and fun memories, then this show is for you! Rick will have you laughing and smiling about his day-to-day life and some of his past stories. This is an interactive show that will want you calling in for giveaways and prizes for upcoming shows and venues. This show will have you turning up the volume to full max!



AFTERNOONS 2P-7P

RICK HALL



Enjoying
Chicago



Family




Sports

2

Year at
100.3

- + Born in Southern California, Rick grew up in the Southwest Suburb of Plainfield. While Rick has always called Chicago home, radio has sent him to places like New York, Las Vegas and Milwaukee.
- + A self-described “early adaptor” Rick has a house full of gadgets to prove it. Rick weathers Chicago winters by attending Bourbon and Scotch tastings and can be found on area golf courses as soon as the snow melts.
- + Rick has two children and resides in the West suburbs.

 @rickhallonair – 5,717 Followers

 @rickhall – 2,772 Followers



EVENINGS 7P-12A

GINGER JORDAN



Outdoor
Adventure



Travel



Charity

16

Years at
100.3

- + A graduate of Hoffman Estates High School, Ginger attended the University of Illinois for her undergraduate degree and Marquette University for her graduate degree. Ginger lives in the city and loves anything having to do with the great outdoors, whether it is going to a live concert, biking to the beach or kayaking along the lakefront.
- + During her free time, Ginger loves to travel. She has been to 6 continents, 30 countries, 40 states and 2 U.S. territories. In addition, she is on a mission to visit every Major League Baseball ballpark...23 down with 7 to go! Causes Ginger spends her time supporting Ovarian Cancer Research, Anti-gun violence, Alzheimer's and student-run media and journalism education.



THROWBACK 100.3

SIGNAL

654,116

Total FM Audience Reach Weekly

171,391

Total Streaming Audience Weekly

WISCONSIN

